

Message Text

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FROM: COMMERCIAL COUNSELOR

E.O.11652: N/A
TAGS: BBSR, BR
SUBJECT: PROPOSED COMPREHENSIVE SECTORIAL SURVEY ON BRAZIL

REF: USDOC 08629

1. WE WELCOME USDOC'S PLANS TO PREPARE A SECOND COMPREHENSIVE SECTORIAL SURVEY OF THE BRAZILIAN MARKET. IT WOULD BE VERY USEFUL BOTH TO THE USG AND THE AMERICAN FIRMS AS A MARKET PLANNING GUIDE AND IN THE SCHEDULING OF FUTURE TRADE CENTER EVENTS. HOWEVER, THE RAPIDITY OF INDUSTRIAL DEVELOPMENT IN BRAZIL, IN CONJUNCTION WITH THE GOB'S IMPORT SUBSTITUTION POLICY, CREATES A FAST CHANGING SITUATION IN WHICH ANY MARKET RESEARCH HAS AN UNUSUALLY SHORT USEFUL LIFE. THE PREVIOUS SECTORIAL SURVEY, ISSUED IN AUGUST 1974, WAS OUT OF DATE WITHIN TWO YEARS AND CONTAINS FINDINGS REGARDING MARKET POSSIBILITIES IN CERTAIN SECTORS WHICH, IF DISSEMINATED US FIRMS TODAY, COULD LEAD THEM INTO FUTILE EXPENDITURES OF TIME AND RESOURCES, WHILE IT OMITTS OTHER MORE PROMISING AREAS. USDOC MAY THEREFORE WISH TO CONSIDER DOING A SURVEY LESS DETAILED (AND LESS EXPENSIVE) THAN THE 1974 ONE WITH A VIEW TO REPLACING IT AT 18 MONTH OR TWO-YEAR INTERVALS.

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2. IN VIEW OF THE SHORT USEFUL LIFE SUCH A SURVEY WOULD HAVE AND THE RESULTING NEED TO REPLACE IT AT RELATIVELY SHORT INTERVALS, USDOC MAY WISH TO CONSIDER WHETHER IT COULD BE DONE LESS EXPENSIVELY THAN BY CONTRACT. THERE ARE A NUMBER OF COMPETENT MARKET RESEARCH FIRMS IN BRAZIL, BUT THEY TEND TO BE EXTREMELY EXPENSIVE. THE ONLY COMPANY WITHIN THE COMMERCE PRICE LIMIT THAT HAS WORKED OUT WELL IS ADELA, AND THE ANNUAL CONTRACT SIGNED WITH THEM IS AN

EXAMPLE OF THE EXPENSE (THREE GMS STUDIES FOR \$31,950). IN THIS CONNECTION IT MIGHT BE NOTED THAT MARKET RESEARCH ALREADY DONE OR BEING DONE IN THE COMING MONTHS FOR TRADE CENTER EVENTS WILL UNDOUBTEDLY COVER MANY OF THE MAJOR SECTORS WHICH WOULD BE INCLUDED IN THE COMPREHENSIVE SECTORAL SURVEY. OTHER WILL BE COVERED BY SCHEDULED CERP REPORTS. IT SHOULD ALSO BE NOTED THAT THE TRADE CENTER MARKET RESEARCH OFFICER (MRO) IS STARTING THIS MONTH AN INITIAL COMPREHENSIVE SURVEY OF 19 PRODUCT CATEGORIES TO DETERMINE PROMOTIONAL APPROACH FOR TRADE CENTER EVENTS.

3. TAKING INTO ACCOUNT THE ABOVE CONSIDERATIONS, USDOC, MAY WISH TO CONSIDER USING THE RESEARCH TEAM CONCEPT FOR THE PREPARATION OF A SURVEY BASED ON SIMPLIFIED SPECIFICATIONS. THE TRADE CENTER MRO WOULD BE THE RESEARCH COORDINATOR AND WOULD WORK WITH THE RESEARCH ASSISTANT, THE ECONOMIC/COMMERCIAL OFFICERS, WHO COULD ADAPT THEIR CERP REPORTS TO THE SURVEY REQUIREMENTS, AND AN ADDITIONAL RESEARCHER AND SECRETARY TO BE HIRED UNDER PERSONAL SERVICES CONTRACTS. THE FUNDING NEEDED FOR THE PERSONAL SERVICES CONTRACTS AND FOR SUPPLIES AND LOCAL TRAVEL SHOULD BE ABOUT \$15,000 TO \$20,000. THIS WOULD BE CONSIDERABLY LESS THAN THE COST OF CONTRACTING TO ENTIRE STUDY. THE SURVEY COULD BE COMPLETED WITHIN THE TIME FRAME OUTLINED IN REFTEL AND WITHOUT INTERFERING WITH THE RESEARCH PROGRAM FOR FY-1978-79 TRADE CENTER EVENTS.

4. A VARIANT OF THE ABOVE-DESCRIBED PROCEDURE WOULD BE TO CONTRACT ONLY FOR THOSE CHAPTERS WHICH WILL NOT BE COVERED BY ALREADY PLANNED MARKET RESEARCH OR CERP REPORTS.

5. WE WOULD APPRECIATE A COPY OF THE SPECIFICATIONS FOR THE PROPOSED
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STUDY AS SOON AS POSSIBLE. IF THEY ARE NOT YET COMPLETED, WE WOULD APPRECIATE BEING INFORMED ABOUT USDOC'S PLANNING FOR THEM, IN THE HOPE THAT WE MIGHT BE ABLE TO MAKE SOME USEFUL SUGGESTIONS.
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